

**AMENDMENT TO THE CLAIMS**

1. (Currently amended) A method, comprising:  
receiving customer information at a processing device;  
identifying a query based at least in part on the customer information;  
~~outputting an indication of the query;~~  
prompting an attendant to present the query; ~~and~~  
receiving a verbal response to the query; and  
analyzing, by the processing device, the verbal response.
2. (Cancelled)
3. (Original) The method of claim 1, further comprising:  
identifying at least a second query;  
outputting an indication of the at least second query; and  
receiving a second verbal response.
4. (Original) The method of claim 3, further comprising:  
analyzing the second verbal response.
5. (Original) The method of claim 1, wherein the customer information includes transaction information.
6. (Original) The method of claim 5, wherein the transaction information includes information indicating that a purchase transaction is complete.
7. (Original) The method of claim 5, wherein the transaction information includes information identifying the start of a purchase transaction.

8. (Original) The method of claim 5, wherein the transaction information includes information from a current transaction.
9. (Currently amended) The method of claim 5, wherein the identifying ~~[[a]]~~ of the query is based at least in part on transaction information from a previous transaction.
10. (Currently amended) The method of claim 5, wherein the identifying ~~[[a]]~~ of the query is based at least in part on customer information unrelated to the transaction.
11. (Currently amended) The method of claim 1, wherein the identifying ~~[[a]]~~ of the query is based at least in part on customer information identifying a particular customer.
12. (Currently amended) The method of claim 11, wherein the customer information identifying a particular customer is identified by ~~an~~ the attendant.
13. (Currently amended) The method of claim 1, wherein the identifying ~~[[a]]~~ of the query is based at least in part on an authority level of ~~an~~ the attendant.
14. (Original) The method of claim 5, wherein the transaction information includes at least one of: (i) a type of transaction; (ii) an identity of the customer; (iii) a time; (iv) a price; (v) a purchased item; (vi) an environmental condition; (vii) employee information; and (viii) collected survey data.
15. (Original) The method of claim 2, wherein analyzing comprises:  
generating output data based on the verbal response to the query; and  
categorizing the output data.

16. (Original) The method of claim 15, further comprising:  
identifying a second query based on categorizing the output data;  
prompting an attendant to present the second query; and  
receiving a verbal response to the second query.
17. (Original) The method of claim 16, further comprising:  
analyzing the verbal response to the second query.
18. (Original) The method of claim 16, wherein analyzing the response to the second query comprises:  
generating second output data based on the verbal response to the second query;  
and  
categorizing the second output data.
19. (Previously Presented) The method of claim 1, further comprising:  
identifying the attendant.
20. (Previously Presented) The method of claim 1, further comprising:  
analyzing if the attendant properly presented the query.
21. (Original) The method of claim 1, wherein receiving customer information is performed using a portable computing device.
22. (Original) The method of claim 1, wherein receiving customer information is performed using a point-of-sale processing device.
23. (Original) The method of claim 1, wherein receiving a response to the query comprises selectively recording the verbal response.

24. (Original) The method of claim 1, further comprising:  
determining an offer, the offer determined based at least in part on the verbal response; and  
presenting the offer.
- 25-26. (Cancelled)
27. (Original) The method of claim 15, further comprising:  
identifying a remediation response based on the verbal response to the query; and  
instructing an attendant to present the remediation response.
28. (Original) The method of claim 20, further comprising:  
compensating the attendant for properly presenting the query.
29. (Original) The method of claim 27, further comprising:  
analyzing if the attendant properly presented the remediation response; and  
compensating the attendant for properly presenting the remediation response.
30. (Currently amended) A method, comprising:  
receiving first information at a processing device associated with a merchant;  
identifying at least a first query based at least in part on the first information;  
determining whether the at least one query satisfies a timing condition associated  
with the merchant;  
prompting, in the case that the at least one query is determined to satisfy the  
timing condition, an attendant to present the at least first query;  
receiving a customer response to the at least first query; and  
categorizing the customer response.

31-32. (Cancelled)

33. (Currently amended) A medium storing instructions adapted to be executed by a processor to perform a method for conducting a survey, the method comprising:

receiving customer information;

identifying a survey question based at least in part on the customer information;

~~outputting an indication of the survey question;~~

prompting an attendant to verbally present the survey question to the customer;

and

receiving a response to the survey question; and

analyzing the verbal response.

34. (Cancelled)

35. (Previously presented) A method, comprising:

receiving, at a processing device, first information from a customer, the first information including at least information identifying a first product;

selecting a query based at least in part on the information identifying the first product;

prompting an attendant to present the query to the customer;

receiving a verbal response from the customer;

analyzing the verbal response to determine if a remediation response is required;

and

instructing the attendant to perform the remediation response.